

CHARGE NUMBER 4010
PROJECT TITLE Brand Development
PROJECT LEADER W. G. Houck
PERIOD COVERED April, 1980

I. BRAND DEVELOPMENT

A. Marlboro/Marlboro Lights King Size Box

Since preliminary testing was successful, test markets are now planned for both the Marlboro and Marlboro Lights 83 mm Box products. Marlboro Lights Box test market will begin in July with Marlboro to follow in September or October, 1980.

B. Filter Length Changes

Specifications were to be transferred to Manufacturing for the Virginia Slims (25.0 - 27.5 mm). Additional POL testing will be done on the Marlboro Lights and Merit.

C. Lights 100's Tar Reduction

Nine (9) mg models of B&H Lights 100, Merit 100, Marlboro Lights 100 and Parliament 100 have been made and tested analytically. Subjectively, however, satisfactory models have only been produced for Merit and Marlboro Lights 100.

II. COMPONENT EVALUATION/QUALIFICATION

A. Celanese Triacetin

Additional consumer testing¹ was initiated and cigarettes have been made. Analytical data should be available by 5/15/80.

B. Cigarette Paper

Results of an initial study of production cigarette paper interchangeability were presented to Manufacturing operations. Further tests using selected papers from the Manufacturing Center will be conducted.

¹POL 3129


W. G. Houck

2022187156